

WHERE TO GO AND HOW TO GET THERE

HōVIS

(Trade Mark)

ROAD MAP
OF
ENGLAND, WALES AND
SCOTLAND



Published by Hovis Ltd., London, Macclesfield, Bristol. Etc.

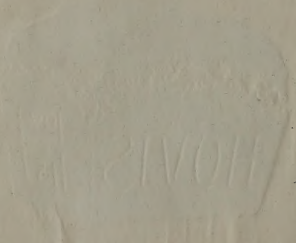
Price 2/- net

WELLS TO GO AND HOW TO GET THEM

How to

ROAD MAP

HOW TO GET THEM



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Makes the Kiddies forget the Cake



HOVIS

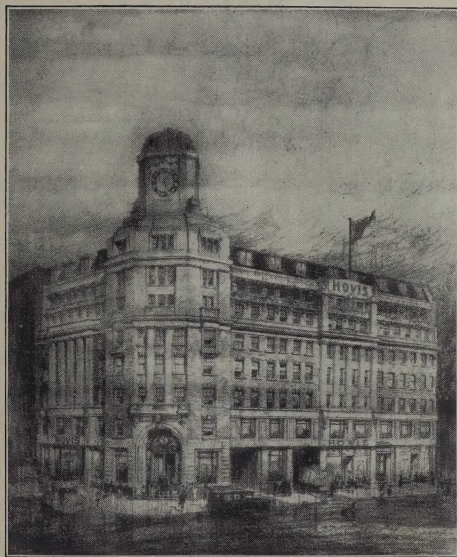
(TRADE MARK)

Best Bakers Bake it

HōVIS

(Trade Mark).

ROAD MAP



Photograph of the New Headquarters
of HOVIS Ltd. in LONDON.

THE steadily increasing demand for Hovis has long called for an enlargement of the Company's Headquarters in London.

Recently the Ministry of Transport decided to proceed with their plans for improving the Thames Embankment in the Grosvenor Road area.

Although there was still a period of 15 years before the expiry of the lease of the Hovis premises, the Directors at once decided to co-operate with the authorities in the public interest.

Taking immediate steps to carry out their own scheme of construction, they began the erection of the building shown above, which they believe will be worthy of the best modern standards and reflect the high repute in which Hovis is held in the estimation of the public.

A WORD
about
THE NEW
HōVIS ROAD MAP

THE wide demand for the Hovis Road Map published last year, and the gratifying reception accorded it, proved its practical value as a guide and work of reference to the growing army of motorists. A new edition was called for, and the present map embodies improvements which will make it still more indispensable to those who travel by road.

The Maps are not only larger and cover wider areas but are printed in much clearer type so as to be more easily read by the man at the wheel.

Whatever the distance or destination, motorists should avail themselves of the well-known satisfying and staying qualities of **Hovis**. It is obtainable everywhere.

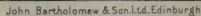
INDEX TO SECTION MAPS OF GREAT BRITAIN

Scale of Index Map
0 10 20 30 40 50 Miles
0 20 40 60 80 100 Kilometres

PRINCIPAL HIGHROADS ONLY ARE SHOWN





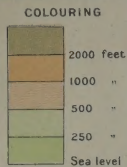
















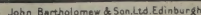


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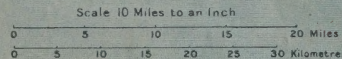








Main Routes 12
 Secondary Routes 11
 Other Routes
 Motor Ferries
 Road Summits over 132 feet
 Figures in Red show distances between places with Black Dots



County Boundaries

C H A N N E L

0 1 2 3 4 5 Miles
0 2 4 6 8 10 Kilometres

Main Roads ——— Secondary Roads ———
Other Roads ———

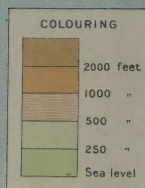




Main Routes 12
 Secondary Routes 11
 Other Routes 10
 Motor Ferries 9
 Road Summits thus 8
 Figures in Red show distances
 between places with Black Dots

Scale 10 Miles to an Inch

0 5 10 15 20 Miles
 0 5 10 15 20 25 30 Kilometres

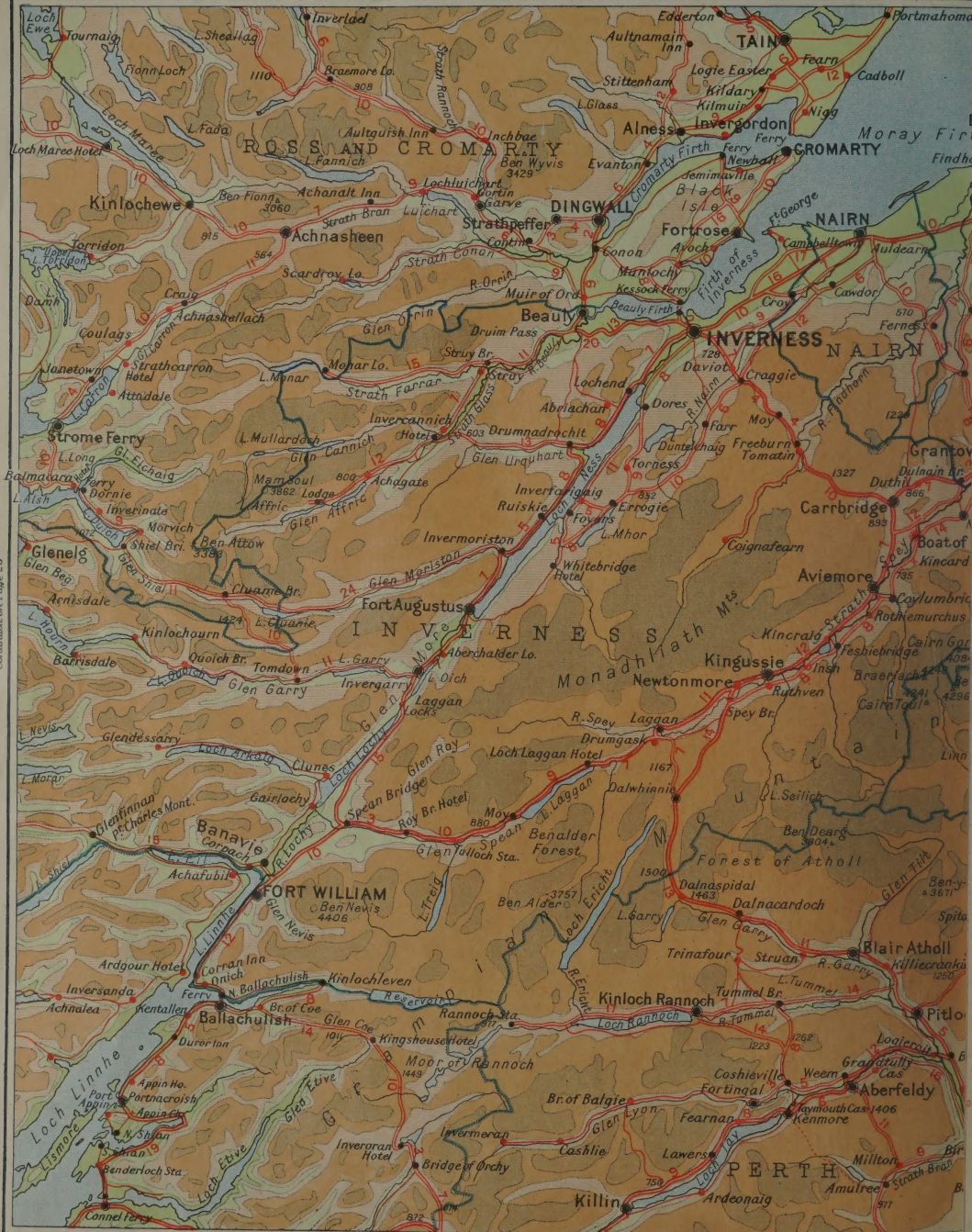
County Boundaries 1



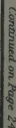
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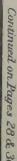




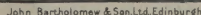
















Continued on Page 2

English Miles

0 20 40 60 80

Kilometres

0 20 40 60 80 100 120



POLICE SIGNALS

There are five standard police signals as illustrated below. Each indicates what traffic is to do, to stop or to proceed. Failure to conform to the signals of the police brings trouble. Nowadays police on point duty usually wear white gauntlets, and sometimes white coats, which make them more visible. There is only one occasion when it is permissible to proceed when the constable is holding up traffic, and that is when turning left at a cross road, and traffic going straight across or turning right is being held up. If the way is

clear to the left, and the constable's attention is attracted, he will usually indicate that the turn to the left may be made.

UNOFFICIAL TRAFFIC CONTROLLERS

The signals of the uniformed patrols of the motoring organisations may be as readily accepted as those of the police, but, whilst it is wise to act upon any warning signals made by any ordinary member of the public, all clear signals from the same source should be treated with reserve.

STOPPING TRAFFIC COMING



From the front.



From behind.



From both directions.

RELEASING TRAFFIC



Which has been halted by Signal No. 1.



Which is coming from the side. (Used in all cases except where Diagram 4 applies).

SPEED LIMITS

Maximum Legal Speed Limits.

	m.p.h.
Light Motor Cars; Motor Cycles or heavy Motor Cars, pneumatic tyred throughout	20
H.M.C. with solid rubber tyres, or H.M.C. and trailer, pneumatic tyred throughout	12
H.M.C. steel tyred, unladen weight not exceeding 3 tons, and axle weight not exceeding 6 tons; H.M.C. and trailer with solid rubber tyres	8
H.M.C. with or without trailers, other than as above	5

LIGHTS

REQUIREMENTS.—Side and Rear lamps must be lit, and rear number plate properly illuminated during "hours of darkness," viz.:—Between one hour after sunset and one hour before sunrise during Summer-time, and, for the remainder of the year, between half-an-hour after sunset and half-an-hour before sunrise. Two lamps must be carried showing white lights to front, and a lamp showing red light to rear. No red light may show to front, and no light other than red may show to rear, except for internal or signal lighting, etc.

"Safety First" in health means proper nourishment — Hovis supplies it.

HOW HōVIS

PROMOTES GOOD HEALTH

It is now generally recognised that the vital elements called Vitamins are the indispensable agents for health which must be present in our diet to ensure proper nourishment.

In other words, it is the vitamin content and not the quantity consumed, that builds up bone and muscle and makes good waste tissue.

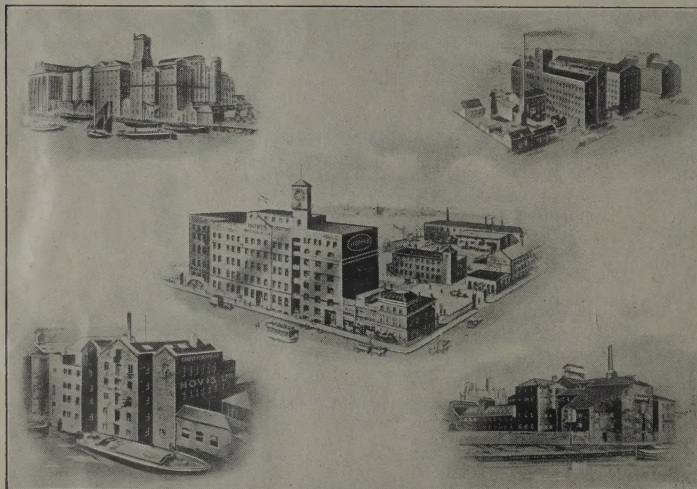
In the grain of wheat, stripped of its husk, is the wheat berry which contains the all-important wheat germ, the source of nourishment.

Hovis Bread was the outcome of experiments made some forty years ago to improve white

bread. It was discovered that by partially cooking the wheat germ a much larger proportion of it could be blended with white flour.

Briefly, the Hovis loaf contains 23½ per cent. more of the nourishing wheat germ than wholemeal bread. That is why it possesses such a high food value compared with other breads.

Thus while retaining all the benefits of white flour, Hovis is given the inestimable advantage of full nutrition, which makes it a complete food, easy of digestion and, as everyone knows, of delightful taste.



SOME VIEWS OF THE PRINCIPAL HOVIS MILLS

AN INVITATION

To all who may be interested in visiting any of the Hovis Mills or Works and would like to see various processes of manufacture, this map is your introduction. If it is shown to the Manager, he will be pleased to take you round.

SOME SUGGESTIONS FOR SANDWICHES MADE WITH HôVIS

Below are a number of Recipes for Sandwiches made with **Hovis**, which are specially suitable for picnic teas and lunches. They will be found both appetising and sustaining.

The suggestions given here combine the "meal" sandwich and some ideas for dainty and tasty fillings which make the sandwich a delight.

Every kind of filling may be used with **Hovis**, for **Hovis** bread embodies the whole germ of the wheat. No matter how light the filling, it makes a nutritious and tasty meal if it lies between **Hovis** bread.

Honey Fingers.

Use White Honey and spread generously on buttered **Hovis** bread. Squeeze a few drops of lemon on the honey, cover and cut into fingers. A good sandwich for afternoon tea.

Marmalade Surprise.

Grate some Cheddar Cheese with a coarse grater and spread on one slice of **Hovis** bread. Spread the second slice very thinly with Marmalade and place together. A very tasty sandwich.

Hovis and Chocolate.

A fairly thick slice of **Hovis** bread and a bar of Chocolate make a nourishing and appetising addition to the picnic basket or school lunch.

Bovril, Egg and Grated Cheese Sandwich.

Grate some cheese finely and mix with a little Bovril, a chopped hard-boiled egg and a pinch of mixed mustard. Spread on slices of **Hovis** bread and butter.

Radish and Bovril Sandwiches.

Peel and chop finely a bunch of radishes. Spread **Hovis** bread and butter with Bovril and sprinkle with grated radishes.

Savoury Sandwich.

A suspicion of finely chopped onions mixed with shredded lettuce makes an excellent filling for buttered **Hovis** bread spread with Bovril.

Tomato Sandwich.

Skin some Tomatoes and slice them, adding a teaspoonful of caster sugar to every good-sized tomato. Place between fairly thick slices of **Hovis** bread and butter.

Bovril, Tomato and Cucumber Sandwiches.

Spread **Hovis** bread and butter thinly with Bovril on one slice of bread only. Slice some Tomatoes and cucumber and place between the spread **Hovis** bread.

Three-Decker Club Sandwich.

Cut some **Hovis** bread and butter, allowing three slices for each Sandwich. Toast the unbuttered sides, and spread one slice with Bovril. Cover with second slice, and add a layer of sliced hard-boiled Egg. Sprinkle with chopped parsley and cover with third slice. Serve hot.

Sardine Sandwiches.

Remove bones and skin from Sardines required and mash to a paste with chopped hard-boiled egg, and a few sprigs of chopped parsley. Spread on slices of **Hovis** bread and butter and add thin layer of sliced cucumber.

Raisin and Apple Sandwich.

Chop two large Apples very finely (they can be passed through the mincer), and mix well with 4 ozs. of seedless Raisins. Lay the mixture generously on slices of **Hovis** bread and butter.

Ginger Delicacy.

Spread some buttered **Hovis** slices with Ginger Marmalade. Skin and chop some peanuts very finely. Sprinkle over Marmalade and close sandwich.

Picnic Sandwich.

Mix well together some cream Cheese and black or red currant jelly. Spread on buttered **Hovis** slices and close.

Cerise Charmante.

Take a cupful of Glacé Cherries and an equal quantity of Walnuts. Chop both very finely, mix well and spread on buttered slices of **Hovis** bread. Decorate with a whole cherry on top.

Cream Cheese and Walnuts.

Spread some **Hovis** slices with cream Cheese, and salt to taste. Chop some Walnuts very finely and sprinkle on cheese. A delicious sandwich.

Egg, Cress and Bovril Sandwich.

Boil two Eggs lightly, remove shells, add 2 ozs. of fresh butter and one teaspoonful of Bovril. Beat up and spread with a layer of Cress between the slices of **Hovis** bread. Garnish with cress chopped small. Particularly nice for tea.



"SAFETY FIRST"

Useful Reminders for the Motorist

(By courtesy of the National "Safety First" Association, 119 Victoria Street, London, S.W. 1)

SIGNALS AND SIGNS

- 1. DRIVING SIGNALS.**—Driver's signals are to indicate the signaller's intention to alter his speed or his course, and, with the exception of the "overtake" signal, leave to other traffic the decision as to whether it should stop or proceed. Whilst it is the duty of other traffic to act intelligently upon seeing such signals, the mere giving of a signal does not entitle a driver to inconvenience other traffic. Signalling and turning simultaneously are almost as dangerous as not signalling at all. A driving mirror is an invaluable accessory, and obviates having to glance back over the shoulder.

Hand signals must be given distinctly, correctly and well in advance of the projected manoeuvre.

The wearing of light-coloured gauntlets, particularly at night, makes signals more visible. It is the duty of a driver to conform so far as possible to the signals received from the driver ahead, and not deliberately prevent him from carrying out his intended manoeuvre.

The three most important signals are:—



"I am going to TURN to the RIGHT."



"I am going to SLOW DOWN, or stop or turn to the left."



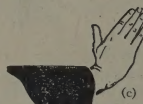
"COME PAST me on my RIGHT."



(a)



(b)



(c)

These three are respectively equivalent to the standard warnings of (1) Danger—stop; (2) Caution—slow; and (3) All clear—pass; and, judiciously used and interpreted, give all the vital indications. Two other hand signals have been officially approved by the Home Office and the Scottish Office. "I am going to STOP" (see diagram) and "I am going to TURN to the LEFT."

The increasing popularity of the closed car, and the driving position in many commercial vehicles make the universal giving of the "STOP" signal impossible.

Many experienced drivers:—

- Use the turning right signal as illustrated when pulling out or swerving to overtake or avoid anything.
- Point with the forefinger when making a full turn to the right.
- Turn the hand up from the wrist when stopping.

- 2. ROAD SIGNS.**—The standard sign is the red triangle, with conventional signs as illustrated. Signs indicating the intersection of main roads call for extra cautious driving. A direction post, implying a road junction, is equivalent to a danger sign. Many existing official signs are superfluous; in certain places, where they would be valuable, they are lacking. It will take some years to achieve standardisation. Unofficial warning signs, when erected by responsible motoring organisations, are always well sited and necessary; but notices, erected by private persons, e.g., "Carriage Drive," etc., are usually unwarranted.

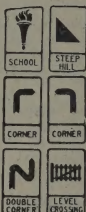
Other road signs are as under:—

Reduced speed limit sign.—White ring, 18 in. in diameter with plate below giving the speed limit.

N.B.—It is customary for red bands to be painted round lamp standards, tramway poles, etc., which exist in a reduced speed limit area.

Prohibition sign.—Circular red disc.

Motor Notice.—White Diamond.



LEAVING A CAR

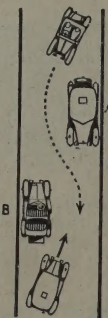
A motor vehicle may not be left standing for an unlimited time on the highway, or with the engine running, except in traffic or whilst being tested, owing to fuel and other considerations. It may not be left unattended without due precaution being taken against its being started in the absence of the driver.

Local parking arrangements are usually in force, and should be ascertained.

If stopping alongside pavement, draw up with wheels close to kerb. If in open country, get clear of the carriage-way if possible, failing this avoid stopping on, or at the beginning or end of a bend or bump, or close to a road junction. Avoid pulling up opposite, or nearly opposite, another stationary vehicle (see diagram). Never stop in such a position that overtaken vehicles will have to go on the wrong side of a white line. Always try to draw up on the near side, with the direction of the traffic.

Never draw up at night on the wrong side of an unlighted road, as your lamps will be most misleading.

Don't trust only to the hand brake when leaving a motor vehicle unattended on a steep slope. Scotch the wheels or set them in against the kerb of the pavement. Brakes may jolt off, or children tamper with them. Some drivers engage the reverse gear.



"A" and "B" drawn up nearly opposite produce a dangerous bottleneck.

Take the shortest route to sound health by including Hovis in your daily diet.

is very easily directed
and containing no
elements of a complete
"18." It possesses all the
features of a modern
day, and is very
completely fitted to
the needs of the
modern day.

Best Makeys Make It

V. E. LEAN,
40, PARADISE STREET,
(OPPOSITE TOWN HALL)
BIRMINGHAM.
TELEPHONE
1702

SCIENCE has proved conclusively that of all kinds of bread consumed to-day, HOVIS is richest in Vitamin "B." It possesses all the elements of a complete food and containing no bran is very easily digested.

Best Bakers Bake it